

## South Beach Wine and Food Festival

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Miami Beach Visitor and Convention Authority



Just as Art Basel Miami Beach has become an internationally known event in a short number of years with the support of the Visitor and Convention Authority, so too has the South Beach Wine and Food Festival. What started as a one day event called the “Florida Extravaganza” at Florida International University’s Biscayne Bay Campus moved to Miami Beach in 2001 and was rebranded as the “South Beach Wine and Food Festival.” In its inaugural year in Miami Beach, it attracted a modest 7,000 guests. In the decade that followed, with the continued support of the MBVCA and under the leadership of Southern Wine and Spirit’s Lee Schrager, the festival now attracts a global audience that exceeds 50,000 guests.

In addition to attracting many guests, the South Beach Wine and Food Festival, through its sponsorship by The Food Network, garners media attention that brings visitors to our community year round. But, the impact of the festival doesn’t stop there. What started out as a fundraiser for FIU’s School of Hospitality and Tourism Management, continues to bear fruit for the school’s program – now raising over a million dollars a year.

This year, the 4-day Festival (February 23 – 26) will showcase celebrities and top names in the culinary, wine and spirits industries. Televised programming specials on national TV via the Food Network will reach an estimated 100 million households, and the Festival’s marketing plan over 6 months will generate at least 1.7 billion impressions. The Festival showcases Miami Beach as a first class destination which offers a wealth of culture, arts, beaches, and nightlife. Events will be taking place at the Ritz Carlton South Beach, the Betsy Hotel, Gansevoort Hotel, Delano Hotel, The Fontainebleau Hotel, Miami Beach Convention Center, Loews Miami Beach Hotel, The Standard Hotel, The Eden Roc, and the Miami Beach Botanical Garden.

Some events to look forward to this year include Moet Hennessy’s The Q, hosted by Emeril Lagasse and Guy Fieri; Dining in the Dark, hosted by David Burke with Market 17; The Whole Foods Market Grand Tasting Village and The Best Thing I Ever Ate Late Night Bites & Sweets sponsored by Godiva Chocolatier, just to name a few.

We look forward to seeing you at some of these great events. For more information visit us at [www.miamibeachvca.com](http://www.miamibeachvca.com)